

WHY ARAMARK? CAMPUS DINING AND FACILITIES MANAGEMENT SERVICES

Who is Aramark?

Aramark is the largest provider of campus dining and integrated facilities management services in North America—and serves the needs of more than 300 colleges and universities with over 2 million students. **We transform the campus experience with insight-driven innovation and industry-leading expertise.**

What makes Aramark different?

Aramark's staff includes experts in every area of campus dining and facilities. We focus on developing customized programs for every campus we serve.

We go above and beyond traditional dining and facilities management to create campuses that thrive. Our approach provides institutions with peace of mind that their most valuable assets—physical and human—are being well managed and protected. Our culinary teams design menus that meet students' dietary preferences and lifestyle needs. Our venue design teams create exciting dining experiences. We deliver environments that support recruitment and retention, address deferred maintenance, and achieve savings for other institutional priorities. With a focus on customer and industry insights, investment in modern technology and professional staff development, we transform your campus environment.





CAMPUS DINING

CULINARY SOLUTIONS

Our Goal — *Create custom campus dining programs that increase student satisfaction, campus pride and retention*

Because we have our fingers on the pulse of students' dining preferences, we deliver dining experiences students love. Our venues include innovative residential dining, popular national and regional retail brands and convenience stores. Our residential dining environments feature chef-created menu options that take advantage of fresh, sustainable, local and organic foods. We are the largest franchise operator among food service providers and bring established and relevant national and regional brands to campuses. And, we deliver marketplace convenience through our award-winning Provisions on Demand® Markets.

RESEARCH AND INSIGHT

Our Goal — *Deeply understand student habits, behaviors, tastes and trends*

Understanding students' ever-changing dining preferences cannot be left to chance. Aramark goes directly to students every year with our *DiningStyles™* survey, where we analyze the responses from over 130,000 college students annually. The survey delivers actionable insight on 17 attributes—including evolving trends, tastes, habits and behaviors. Further, our campus-specific *Your Voice Counts™* program gleans real-time data so campuses can immediately respond to their students' preferences. Plus, we respond to students every day via social media so they feel listened to and appreciated.

HEALTHY CHOICES

Our Goal — *Delivering what students want, including healthier menu options and sustainability*

Today's students are all about healthy food choices and sustainability. That's why we bring our health and wellness platform, *Healthy For Life™*, to all campuses. It features healthy food, nutrition education, wellness programs and delicious "good-for-you" menu items. Further, we leverage our environmental sustainability platform, *Green Thread™*, to develop sustainable dining programs that are unique to each campus we serve, including responsible purchasing, waste minimization and green building operations.

MARKETING BEST PRACTICES

Our Goal — *Boost sales of campus dining options with appealing marketing and social media campaigns*

Achieving reliable, recurring meal plan revenue has become significantly more challenging as off-campus dining options expand. Aramark boosts sales with our proven marketing programs. Further, our Digital Center of Excellence provides social media strategies, plans and training so campuses can create social media programs that have a real impact on food sales and brand and convenience purchases.

CATERING SERVICES

Our Goal — *Boosting revenue and community appreciation via exceptional event services*

Aramark recognizes that catering is not only a valuable service for campuses to offer, but also an added source of income. Based on years of experience catering for everyone from U.S. presidents to Super Bowl audiences, Aramark's catering operational excellence ensures memorable events every time. Our wide-ranging catering systems, such as event planning through the Catering Operations Management toolkit, menu-planning using the proprietary Catering Menu Program, detailed and ongoing staff training through the Catering Essentials educational program and cost-conscious planning via a fair-pricing structure, ensure successful events that are on budget each time.





FACILITIES MANAGEMENT SERVICES

ACCESS TO INNOVATION

Our Goal — *Assurance your campus is leveraging the latest best practices*

As a winner of 65 industry awards for excellence and innovation, Aramark fully understands the rapid pace of technological change in facilities management (FM). The Internet of Things (IoT) is changing the way facilities are managed and experiences are delivered. Access to innovation will be critical as institutions redefine their business and FM models. Aramark offers a proven process to pilot ideas before sharing them with clients. We proactively bring you facilities innovations, keeping your institution in the forefront of best practices.

STRATEGIC PARTNERSHIPS

Our Goal — *Collaborating with industry leaders to bring you unique solutions*

Our strategic relationships with industry-leading technology and equipment partners serve as a valued extension of our internal R&D efforts. They are essential in an environment where technology changes every 12 months. These partnerships accelerate our ability to respond to market changes, and to deploy innovations in a timely manner. Well beyond “vendor” relationships, we collaborate with our strategic partners to co-develop and bring industry innovations to market.

PROFESSIONAL DEVELOPMENT FOR MODERN FACILITIES CHALLENGES

Our Goal — *Attract and retain top talent and keep their skill sets current*

Skilled labor shortage continues to challenge organizations to find and retain talented staff. Simultaneously, the exponential growth and adoption of IoT-based technologies in facilities are changing skill sets for the future. Aramark is committed to professional development that can help attract and retain top talent. Through our **College of Facilities Management**, our experts receive consistent training in the latest facilities techniques required to navigate higher education's complex physical environment. We offer our employees comprehensive training from subject matter experts. An extensive curriculum provides staff professional certifications from both Aramark and other recognized industry organizations.

UNIQUE IN-HOUSE ENGINEERING AND ASSET SOLUTIONS GROUP

Our Goal — *Technical expertise to meet your most complex operating and capital needs*

Aramark provides a suite of technical services to complement your on-site operating team. Our Engineering and Assets Solutions team consists of more than 110 professional engineers, certified energy managers, LEED-accredited professionals, certified commissioning experts, registered architects and project managers, building system operators and financial managers. This group develops solutions to your most complex operating, capital, and planning challenges. Our commissioning services ensure existing building systems work as intended and protect your interests at every stage of a new or renovation project. We collaborate with you to assess campus condition and develop financially sensitive strategies that reduce maintenance backlogs and avoid future deferrals. Finally, our project management expertise assures the planning, design, construction, and turnover of new or renovated projects is on-time, on-budget, and meets your expectations.

Aramark's engineering solutions team includes expertise in all building systems and can provide access to highly specialized services on an as-needed basis. They become a cost-effective, technical extension of your existing on-site operations team and a single source for all your technical needs.

SUPPORTING STUDENT RECRUITMENT AND RETENTION

Our Goal — *Deliver environments and experiences that attract, engage and inspire*

The aesthetics, functionality and modernization of your campus impacts recruiting and retaining higher education students. Aramark aligns with your institution to ensure we achieve your goals, including developing spaces that support student recruitment and retention, as well as alumni giving. A clean and well-maintained campus not only adds to the appeal of your institution and fosters pride, but is also essential for keeping your entire community healthy and safe. Creating and sustaining clean, optimally maintained and environmentally friendly learning spaces on your campus is one of our foremost goals.



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**Find out if Aramark is right for
your higher education institution**

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